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10-11-12 JUNE 2008

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Title of Presentation:
Prior Service Market Research Study

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U.S. Army Accessions Command

First Handshake to First Unit of Assignment

Recruiting for Prior Service Market

MAJ Eric Givens / MAJ Brian Thomas

Study Objective

- To analyze and understand the characteristics of the prior service (PS) market based on data from;
  - DMDC (All services)
  - IRR (HRC-St. Louis)
  - AC/RC transition (HRC-Alexandria)

- To recommend possible recruiting pools of applicants from the analyzed market data

Study Objective (cont'd.)

- Divided study into two phases;
  - Quantify demographics, geographic and attitudes of potential market populations
  - Identify perceptions, expectations and issues for re-enlistment
- Develop potential marketing and advertising tactics and strategies targeted to the defined applicant pools
- Monitor and modify understanding and learning from market analysis to enhance recruiting efforts

Prior Service Market

- Composed of the following data elements
  - DMDC data
  - IRR data: HRC-St. Louis
  - PS data: HRC-Alexandria

- DMDC data (all services active and reserve)
  - Army
  - Navy
  - Coast Guard
  - Air Force
  - USMC data not provided

Demographic Comparison:

Applicant

AR – Prior Service

- **Total Contracts: 4,698 5,016**
- **Male (71.9%) (71.9%)**
- **White (56.4%) (56.8%)**
- **African Am (26.8%) (25.6%)**
- **Hispanic (12.7%) (13.1%)**
- **API/Other (4.1%) (4.5%)**
- **Single (31.7%) (40.1%)**
- **Female (14.4%) (16.9%)**
- **Average Age: 33.1 yr 32.6 yr**
- **Tier I: 91.8% 87.4%**
- **TSC I-IIIA: 71.5% 65.8%**
- **Average AFQT: 61.8 59.1**
- **Average GT: 109.3 105.6**
- **Average Bonus: 573.33 4492.13**

AR – Non Prior Service

- **Contracts: 17,031 12,703**
- **Male (71.9%) (71.9%)**
- **White (61.2%) (62.0%)**
- **African Am (18.4%) (17.1%)**
- **Hispanic (13.3%) (14.2%)**
- **API/Other (7.1%) (6.7%)**
- **Single (90.5%) (88.8%)**
- **Seniors (21.8%) (19.6%)**
- **Average Age: 20.4 yr 20.7 yr**
- **Tier I: 98.3% 94.5%**
- **TSC I-IIIA: 72.2% 64.0%**
- **Average AFQT: 61.5 59.1**
- **Average GT: 106 104.8**
- **Average Bonus: 2649.52 5084.76**

Based upon Command Volume contracts

Source: Data Warehouse

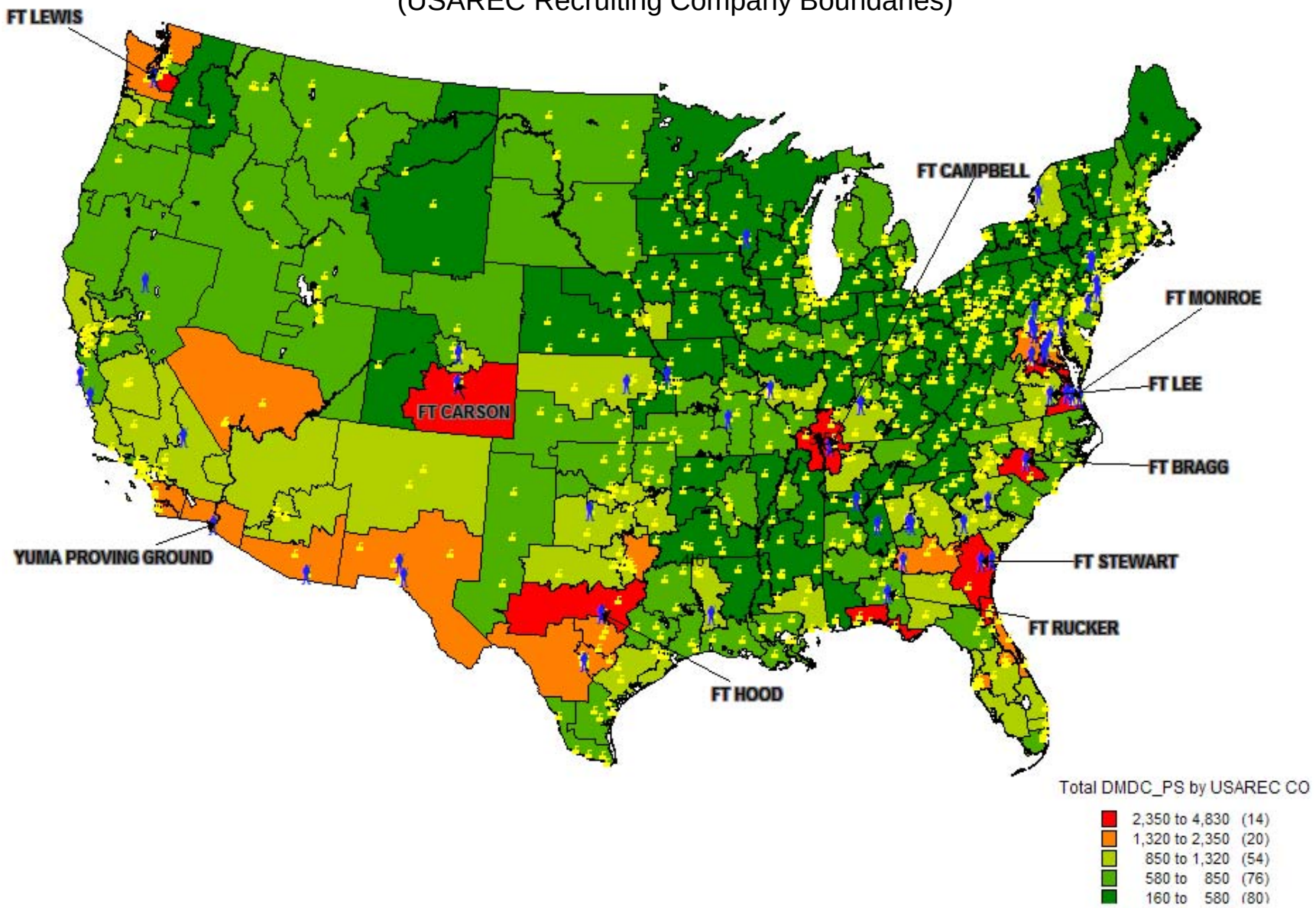
Prior Service Market Study

Demographic Profile

	Army	Navy	Air Force	Coast Guard
Total	112,930	77,371	43,162	5,561
Avg Age	29	29	30	29
Avg AFS (years)	5.0	5.6	5.7	5.2
% Male	77.1	81.1	70.9	85.8
% Female	22.9	18.9	29.1	14.2
% Junior enlisted (E1 to E4)	70.3	58.5	77.8	67.6
% Junior NCO (E5 to E6)	29.3	41.3	22.1	32.3
% Senior NCO (E7 to E9)	0.4	0.3	0.1	0.1
% Ethnicity[1]				
Caucasian	42.3	48.2	66.4	63.3
African American	14.2	10.6	10.8	2.8
Hispanic	5.5	7.9	5.0	5.9
Asian Pacific Islander	1.9	3.0	2.2	1.9
American Indian	0.6	1.2	0.4	2.4
Other (un-identified)	35.5	29.1	15.4	23.7
% Service by Bde[2]				
1st	17.8	22.7	17.5	26.3
2nd	24.3	17.4	20.6	21.0
3rd	8.8	10.0	11.7	8.7
5th	19.6	13.6	20.1	12.3
6th	20.4	27.7	26.3	26.6

Map of PS Market

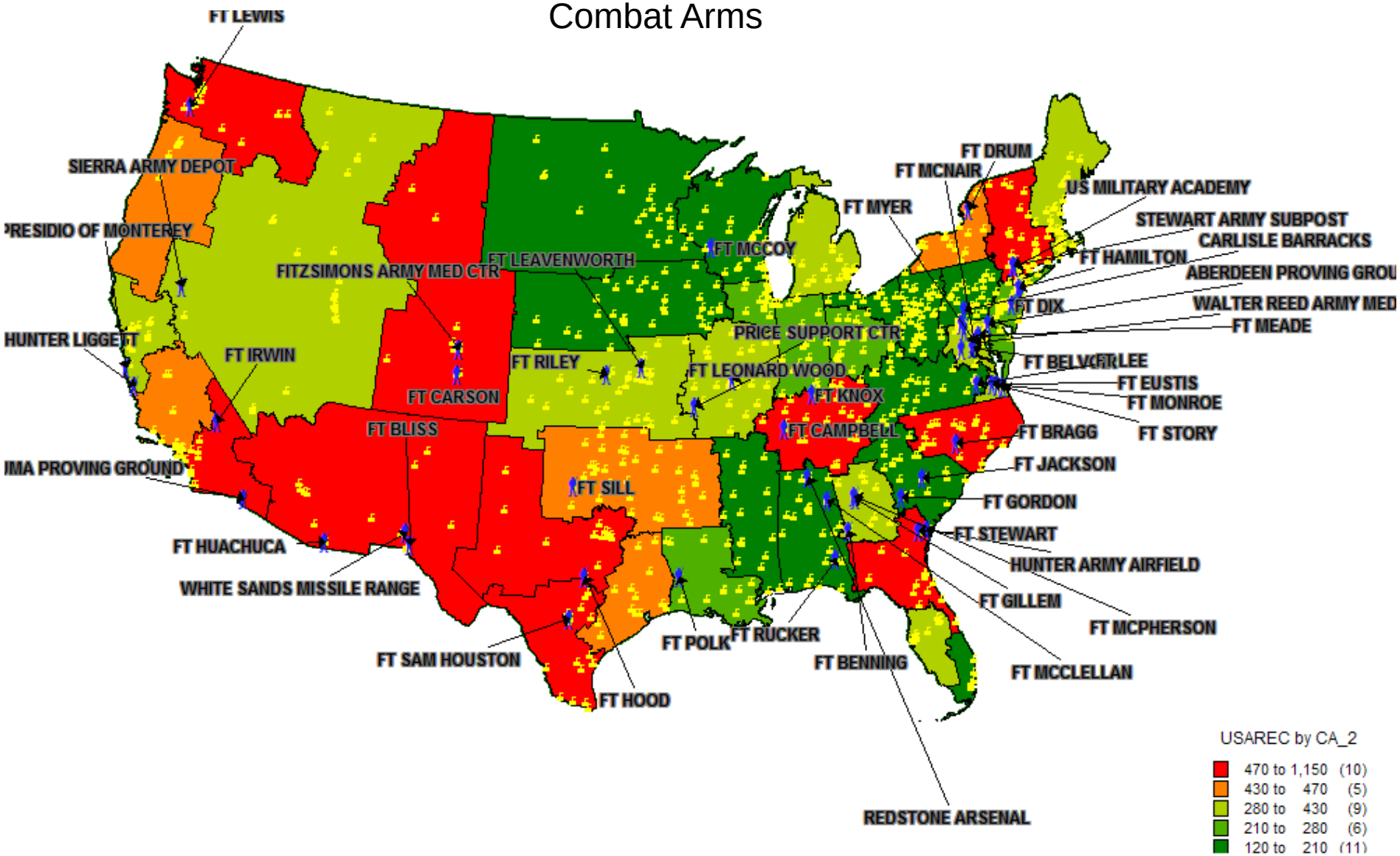
(USAREC Recruiting Company Boundaries)



Prior Service

Army Career Management Field (1 of 2)

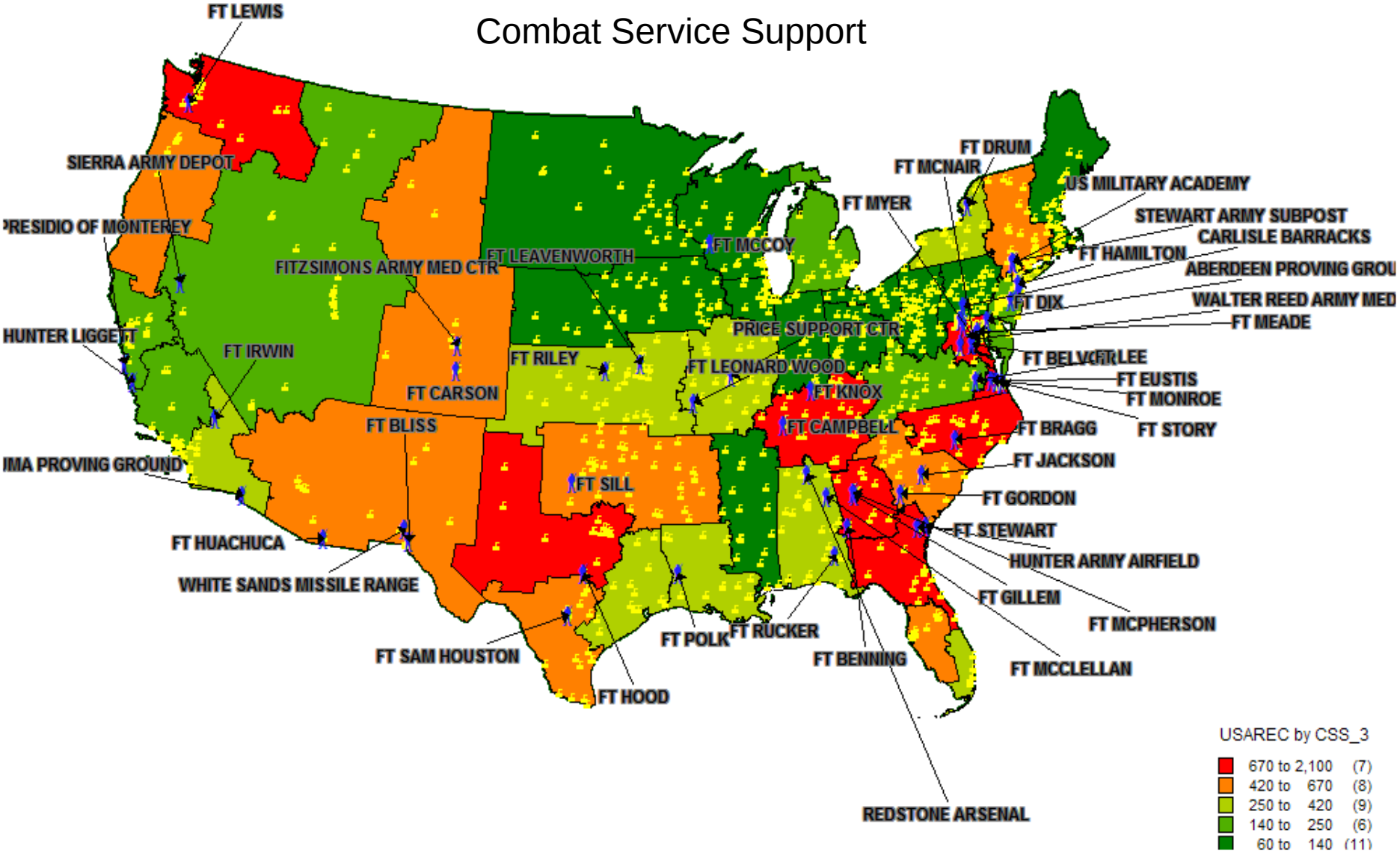
Combat Arms



Prior Service

Army Career Management Field (2 of 2)

Combat Service Support



Why Prior Service

- Experience
- Training Cost
- Instant Accession
- ESO- Grow the Army/ Army Reserve

Phase II PS Market Study

Next Steps

- Define criteria to continue research efforts
  - Age, years of service, and grade
- Identified target markets that contain all three data elements for interviewing
  - San Antonio, Ft. Bragg/Fayetteville, and Virginia Beach/Norfolk; alternative locations include Chicago and New York
- Develop a questionnaire to get at the underlying issues/concerns for continued service
- Analyze and present results of motivators, barriers, concerns, issues
- Modify current messages and advertising communications to reach, influence and aide in recruiting

Questions?